

Figure 1

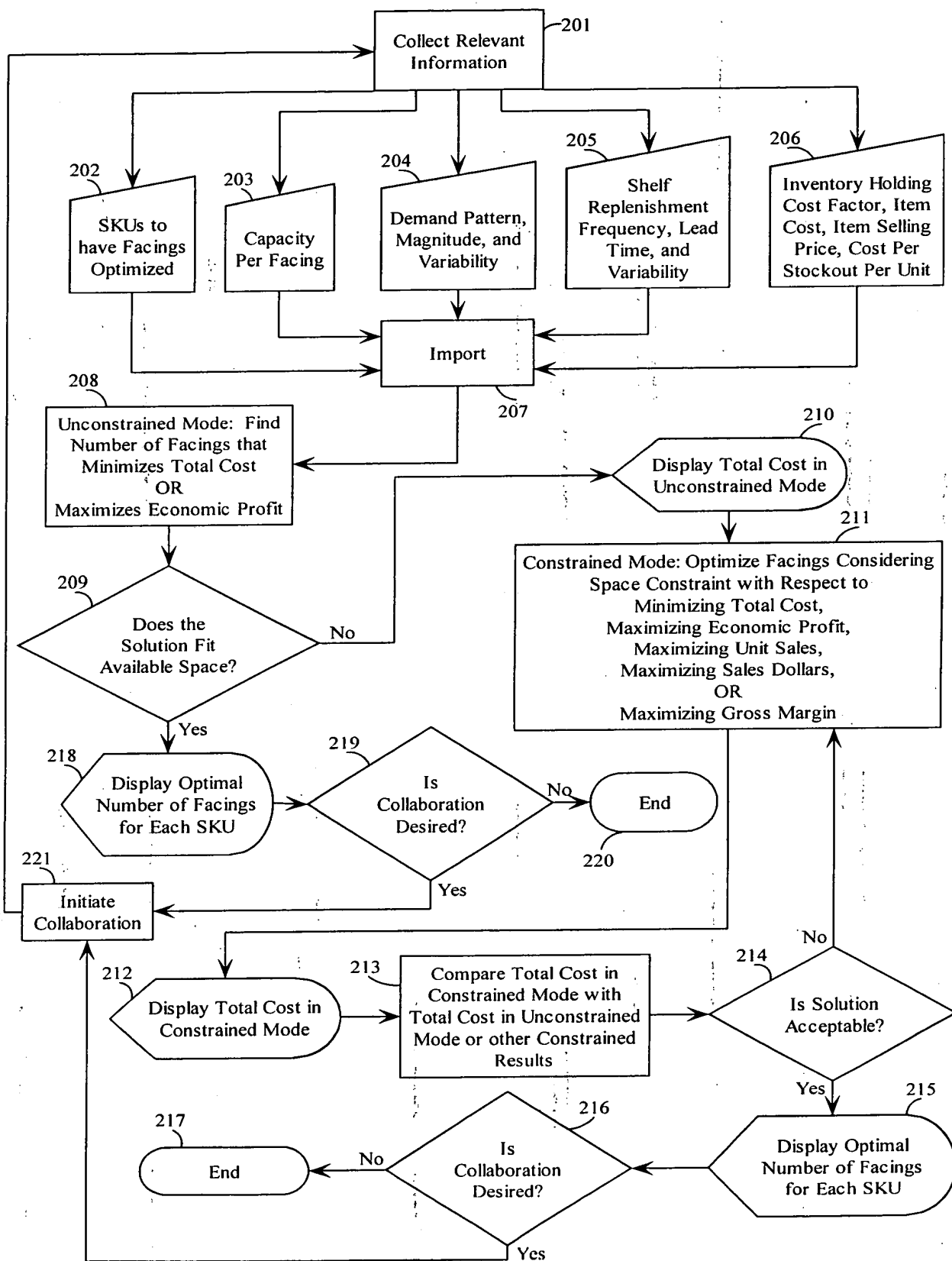


Figure 2

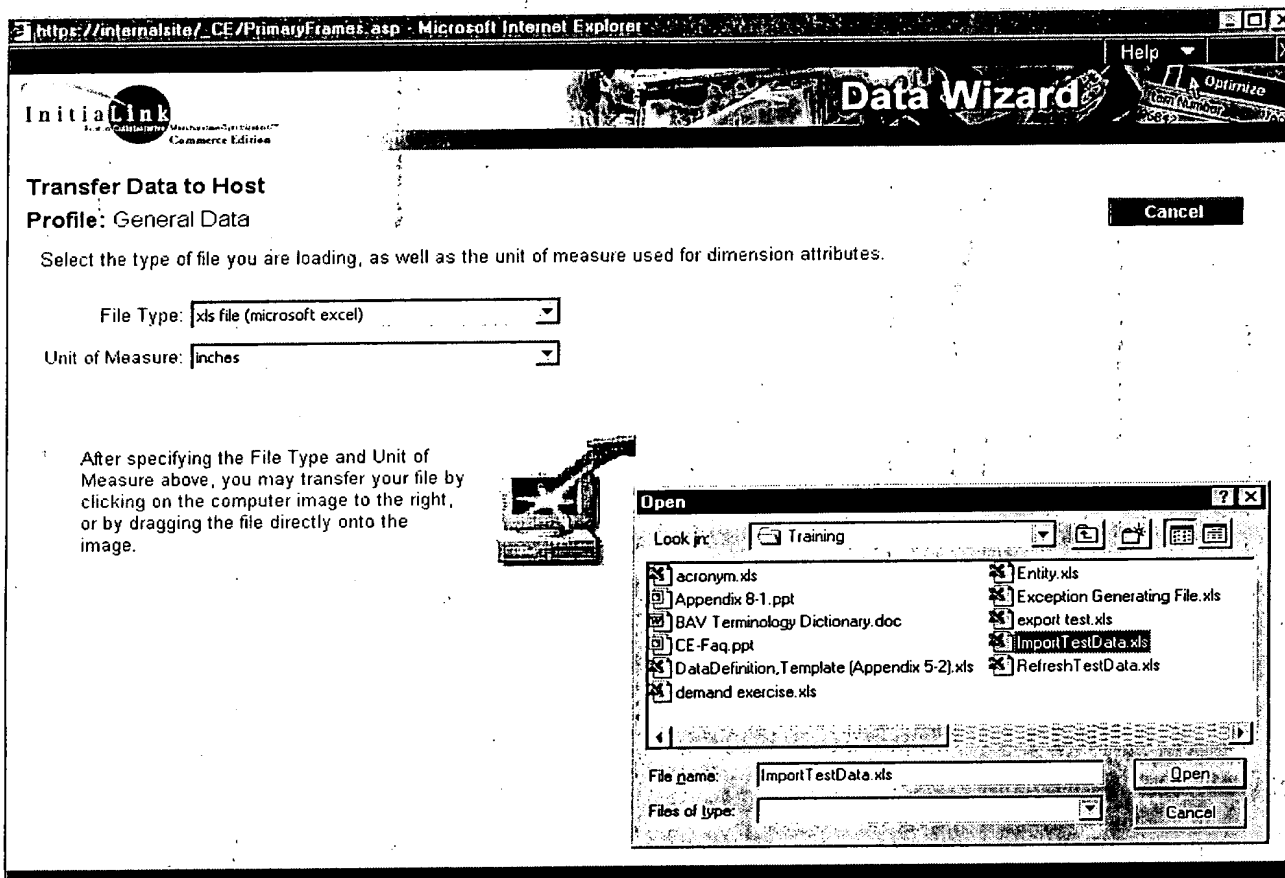


Figure 3

Figure 4

0935041 12100

InitialLink - Microsoft Internet Explorer

InitialLink Today Tasks Options Who's Online Logoff Help Optimize

InitialLink View Data

Group: Filter: Name: Modify Selection

View: Demand Rate Create Scenario

Location	UPC	SKU	Item Number	Description	Avg Daily Demand	ADD Std Deviation
Arlington, VA	3128909	Toasted Oats Cereal, 16 oz	33549526	Toasted Oats Cereal, 16 oz	3.98	0.04
Arlington, VA	3485402	American Grains Cereal, 16 oz	98588308	American Grains Cereal, 16 oz	9.03	0.80
Arlington, VA	3519157	Bran Flakes Cereal, 16 oz	33668474	Bran Flakes Cereal, 16 oz	15.12	2.00
Arlington, VA	3592406	Toasted Oats Cereal, 12 oz	41249610	Toasted Oats Cereal, 12 oz	16.92	2.00
Arlington, VA	3756009	Roasted Honey and Nut Cereal, 16 oz	79217630	Roasted Honey and Nut Cereal, 16 oz	8.28	0.10
Arlington, VA	3941493	Halloween Honey Flavor Cereal, 16 oz	33887048	Halloween Honey Flavor Cereal, 16 oz	3.98	0.70
Arlington, VA	4414550	Raisin Bran Cereal, 20 oz	77466946	Raisin Bran Cereal, 20 oz	3.09	0.50
Arlington, VA	4607998	Frosted Alphabet Shaped Cereal, 16 oz	89526608	Frosted Alphabet Shaped Cereal, 16 oz	9.03	2.00
Arlington, VA	4659657	Cocoa Flavored Puffed Cereal, 16 oz	42192078	Cocoa Flavored Puffed Cereal, 16 oz	15.12	4.00
Arlington, VA	6112364	Crunchy Bananna and Nut Cereal, 16 oz	93559511	Crunchy Bananna and Nut Cereal, 16 oz	3.98	1.00
Arlington, VA	6120792	Chocolate Cookie Cereal, 16 oz	71699046	Chocolate Cookie Cereal, 16 oz	1.63	0.02
Arlington, VA	7263615	Alphabet Shaped Cereal, 16 oz	61952753	Alphabet Shaped Cereal, 16 oz	9.03	4.00
Arlington, VA	7407747	Raisin Bran Cereal, 25 oz	24011823	Raisin Bran Cereal, 25 oz	16.88	4.88
Arlington, VA	8005434	Raisin Nut Flakes Cereal, 16 oz	75825013	Raisin Nut Flakes Cereal, 16 oz	7.02	2.00
Arlington, VA	8006220	Raisin Nut Cereal, 16 oz	28241195	Raisin Nut Cereal, 16 oz	8.28	3.00
Arlington, VA	8076482	Golden and Crispy Cereal, 16 oz	59123509	Golden and Crispy Cereal, 16 oz	4.66	2.00
Arlington, VA	8994401	Crispy Waffle Cereal, 16 oz	41905159	Crispy Waffle Cereal, 16 oz	3.09	2.00
Arlington, VA	9428458	Chocolate Flakes Cereal, 16 oz	61156784	Chocolate Flakes Cereal, 16 oz	3.13	1.00
Forest Hills, VT	1067230	Softie Sun Rinse Fresh Fabric Softener, 16 oz	31658133	Softie Sun Rinse Fresh Fabric Softener, 16 oz	9.03	2.00
Forest Hills, VT	1381072	Cuddle Spring Blossom Fresh Fabric Softener, 16 oz	89055514	Cuddle Spring Blossom Fresh Fabric Softener, 16 oz	7.02	1.00
Forest Hills, VT	1524630	Softie Mtn Air Fabric Softener, 16 oz	2440564	Softie Mtn Air Fabric Softener, 16 oz	23.00	2.00
Forest Hills, VT	170955	Nice and Puffy Mtn Fresh Fabric Softener, 16 oz	35150242	Nice and Puffy Mtn Fresh Fabric Softener, 16 oz	12.00	2.00
Forest Hills, VT	1729207	Easy Flo Liquid Starch, 6 oz	98291524	Easy Flo Liquid Starch, 6 oz	13.00	2.02
Forest Hills, VT	1764608	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	52181027	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	13.00	2.00
Forest Hills, VT	1893647	Softie April Fresh Refill, 16 oz	44110817	Softie April Fresh Refill, 16 oz	9.03	1.00
Forest Hills, VT	2207872	Cuddle Spring Blossom Fresh Fabric Softener, 16 oz	53782577	Cuddle Spring Blossom Fresh Fabric Softener, 16 oz	15.12	2.00
Forest Hills, VT	2327243	Cuddle Spring Blossom Fresh Fabric Softener, 16 oz	90997654	Cuddle Spring Blossom Fresh Fabric Softener, 16 oz	16.92	2.00
Forest Hills, VT	2993676	Softie Mtn Spring Fabric Softener, 16 oz	55701635	Softie Mtn Spring Fabric Softener, 16 oz	7.02	1.00
Forest Hills, VT	3007121	Softie April Fresh Fabric Softener, 16 oz	66894197	Softie April Fresh Fabric Softener, 16 oz	8.28	1.00
Forest Hills, VT	3035342	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	49814953	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	28.71	3.00
Forest Hills, VT	3165121	Softie April Fresh Fabric Softener, 16 oz	26575729	Softie April Fresh Fabric Softener, 16 oz	13.00	2.00

Figure 5

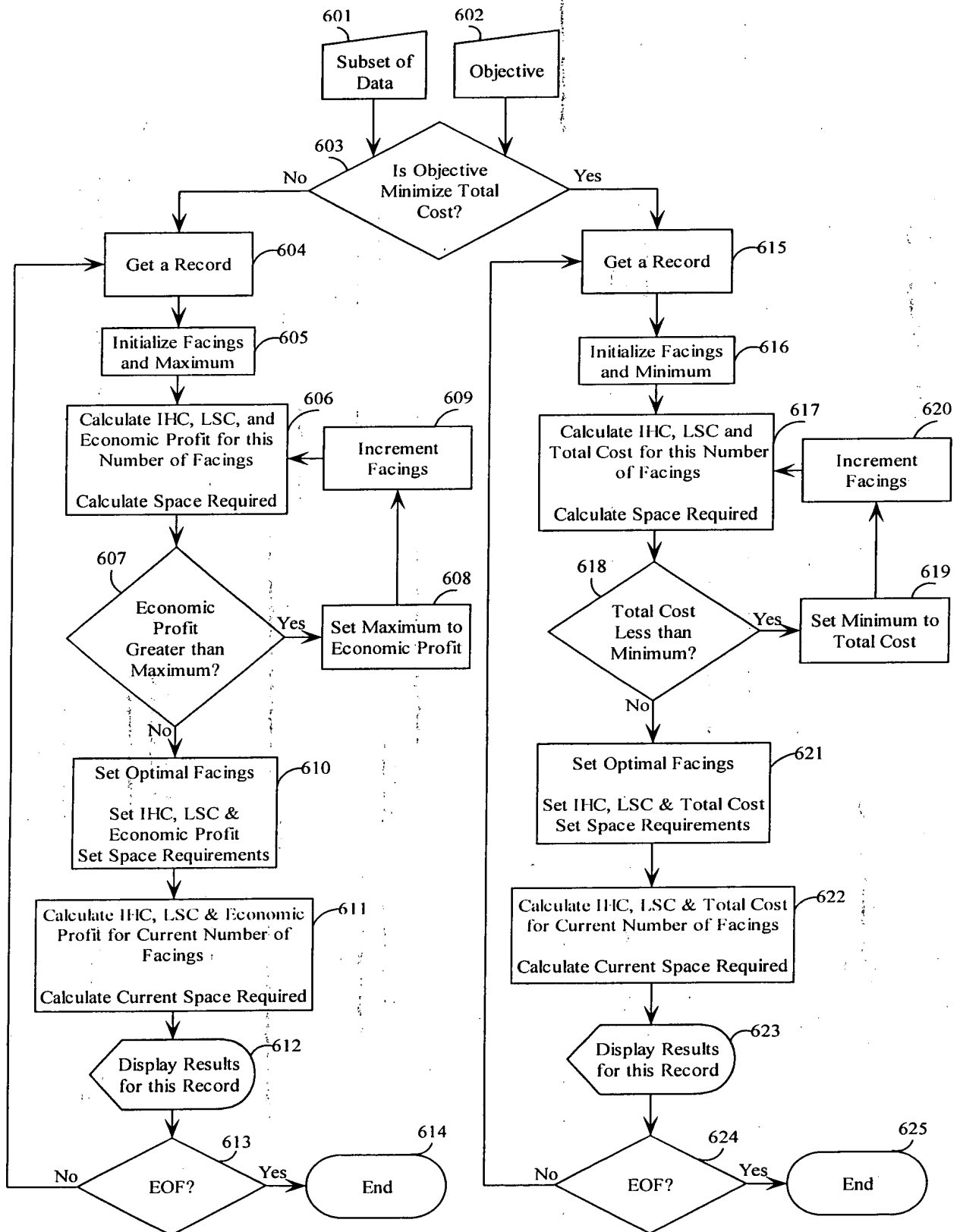


Figure 6

InitialLink - Microsoft Internet Explorer

InitialLink Today | Tasks | Options | Who's Online | Logoff | Help | Optimize

InitialLink Scenario

Scenario: Arlington Cereal Unconstrained

Optimization Mode: unconstrained

Objective: minimize total cost

View: Holding/Lost Sales Cost

Location	UPC	SKU	Current Facings	Optimal Facings	Cur Holding Cost	Cur Lost Sales	Cur Total Cost	Opt Holding Cost	Opt Lost Sales	Opt Total Cost
Arlington, VA	1130374	All Bran Cereal, 16	3	16	0.00	1241.78	1241.78	20.31	0.90	21.20
Arlington, VA	7263615	Alphabet Shaped Ce	2	5	0.00	1323.45	1323.45	13.23	2.04	15.27
Arlington, VA	3485402	American Grains Ce	3	5	1.02	670.20	671.22	8.02	0.00	8.02
Arlington, VA	1643732	Blueberry Cereal, 1	1	6	0.00	871.80	871.80	9.86	0.00	9.86
Arlington, VA	3519157	Bran Flakes Cereal,	4	18	0.00	2483.55	2483.55	14.79	0.45	15.24
Arlington, VA	6120792	Chocolate Cookie C	1	2	0.57	72.90	73.47	3.67	0.00	3.67
Arlington, VA	9428458	Chocolate Flakes Ce	1	2	0.21	304.80	305.01	3.71	0.60	4.31
Arlington, VA	4659657	Cocoa Flavored Puf	4	14	0.00	3595.68	3595.68	23.57	0.66	24.23
Arlington, VA	8994401	Crispy Waffle Cere	1	3	0.83	278.52	279.35	8.15	0.00	8.15
Arlington, VA	6112364	Crunchy Banana a	1	5	0.00	811.20	811.20	9.14	0.60	9.74
Arlington, VA	2244578	Crunchy Cranberry	4	7	0.00	1816.62	1816.62	12.60	0.00	12.60
Arlington, VA	4607998	Frosted Alphabet Sh	3	5	0.00	850.17	850.17	10.57	1.53	12.10
Arlington, VA	1871226	Fruity Flakes Cereal	2	4	0.00	370.80	370.80	5.12	0.00	5.12
Arlington, VA	8076482	Golden and Crispy C	2	2	6.50	0.00	6.50	6.50	0.00	6.50
Arlington, VA	3941493	Halloween Honey Fl	2	4	0.00	865.20	865.20	4.25	0.00	4.25
Arlington, VA	1238349	Honey Flavored Sh	4	6	1.27	1373.94	1375.21	11.89	2.04	13.93
Arlington, VA	1515096	Honey Flavored Sh	1	8	0.00	1994.52	1994.52	11.60	0.00	11.60
Arlington, VA	4414550	Raisin Bran Cereal,	2	6	0.00	447.75	447.75	7.82	0.45	8.27
Arlington, VA	7407747	Raisin Bran Cereal,	7	12	5.03	1122.00	1127.03	23.33	1.98	25.31
Arlington, VA	8006220	Raisin Nut Cereal, 1	4	7	2.77	325.80	328.57	12.07	0.90	12.97
Arlington, VA	1197016	Raisin Nut Cereal, 3	3	15	0.00	2207.25	2207.25	20.44	0.00	20.44
Arlington, VA	8005434	Raisin Nut Flakes Ce	1	9	0.00	1537.20	1537.20	14.30	1.60	16.10
Arlington, VA	3756009	Roasted Honey and	2	6	0.00	1994.52	1994.52	4.28	0.00	4.28
Arlington, VA	3592406	Toasted Oats Cere	4	9	0.00	3149.76	3149.76	12.65	0.00	12.65
			66	179	26.78	29709.40	29736.18	276.99	13.95	290.94

Figure 7

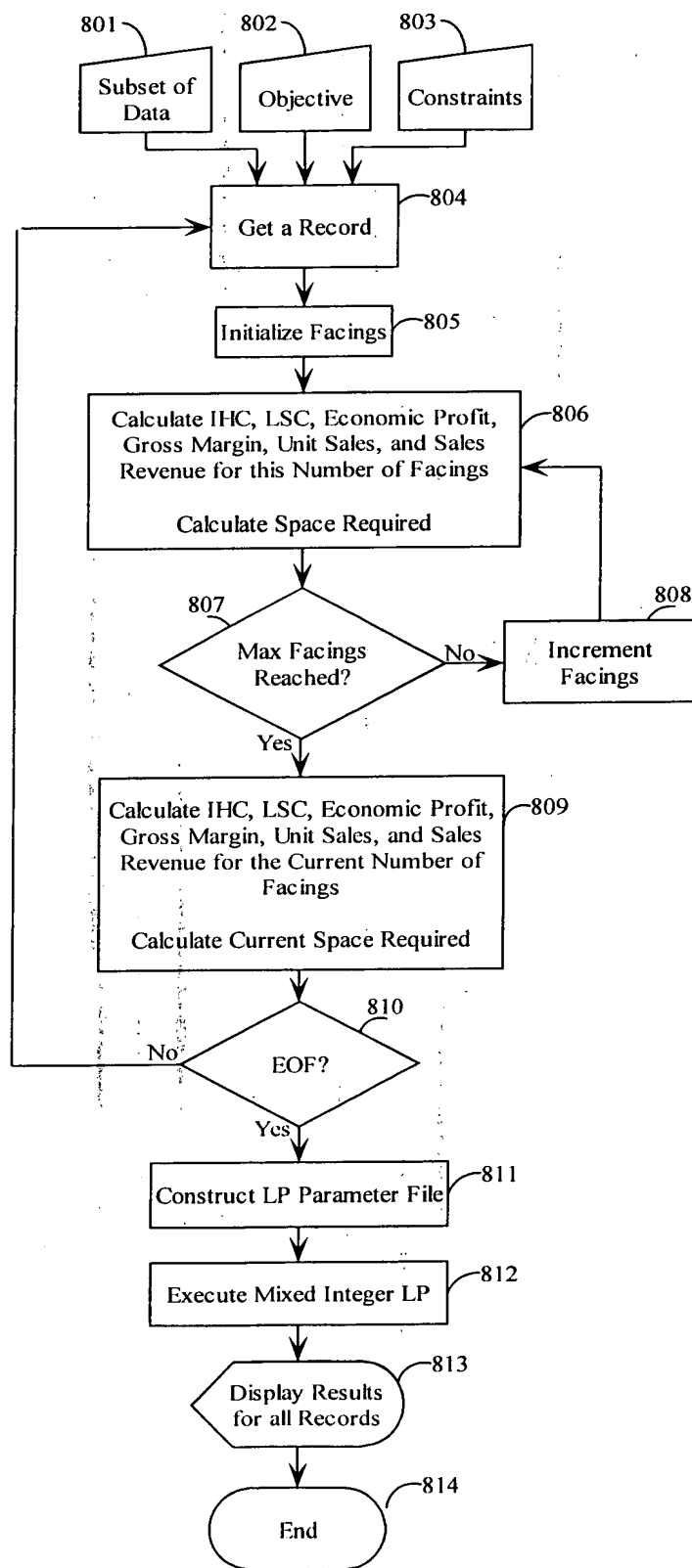


Figure 8



0035041.12100

InitialLink - Microsoft Internet Explorer

InitialLink Today Tasks Options Who's Online Logoff Help

InitialLink Commerce Edition

Scenario: Arlington Cereal Constrained

Save Optimize Add Items New Item Analysis Scenario List

Optimization Mode: constrained Min Facings: 0 Max Facings: 10 Max Items: 0 Ignore Height Dimension: ☒

Objective: maximize economic profit

Space Fill Type: stay within Max Avg Inv \$: 0

Space: 24x96x16x4 Modify

View: Economic Profit

Location	Δ	UPC	SKU	Item Number	Description	Current Facings	Optimal Facings	Cur Economic Profit	Opt Economic Profit
Arlington, VA		1643732	Blueberry Cereal, 1:	69091447	Blueberry Cereal, 1:	1	1	-0.18	-0.18
Arlington, VA		3592406	Toasted Oats Cere	41249610	Toasted Oats Cere	4	8	-0.10	3089.08
Arlington, VA		3519157	Bran Flakes Cereal,	33668474	Bran Flakes Cereal,	4	1	-0.09	-0.09
Arlington, VA		1515096	Honey Flavored She	25827168	Honey Flavored She	1	1	0.13	0.13
Arlington, VA		3756009	Roasted Honey and	79217630	Roasted Honey and	2	1	0.13	0.13
Arlington, VA		8005434	Raisin Nut Flakes Ce	75825013	Raisin Nut Flakes Ce	1	1	0.18	0.18
Arlington, VA		1197016	Raisin Nut Cereal, 3	77910059	Raisin Nut Cereal, 3	3	1	1.91	0.11
Arlington, VA		3941493	Halloween Honey Fl	33887048	Halloween Honey Fl	2	1	6.42	-0.18
Arlington, VA		4659657	Cocoa Flavored Puf	42192078	Cocoa Flavored Puf	4	1	46.73	-0.13
Arlington, VA		4414550	Raisin Bran Cereal,	77466946	Raisin Bran Cereal,	2	0	59.78	-507.53
Arlington, VA		6112364	Crunchy Bananna a	93559511	Crunchy Bananna a	1	1	60.42	60.42
Arlington, VA		1871226	Fruity Flakes Cereal	69752573	Fruity Flakes Cereal	2	0	143.30	-514.10
Arlington, VA		6120792	Chocolate Cookie C	71699046	Chocolate Cookie C	1	0	194.25	-267.73
Arlington, VA		7263615	Alphabet Shaped Ce	61952753	Alphabet Shaped Ce	2	4	357.48	1612.83
Arlington, VA		9428458	Chocolate Flakes Ce	61156784	Chocolate Flakes Ce	1	1	380.46	380.46
Arlington, VA		8994401	Crispy Waffle Cere	41905159	Crispy Waffle Cere	1	1	465.03	465.03
Arlington, VA		2244578	Crunchy Cranberry	56905858	Crunchy Cranberry	4	6	767.14	2411.23
Arlington, VA		4607998	Frosted Alphabet Sh	89526608	Frosted Alphabet Sh	3	4	830.76	1521.66
Arlington, VA		8076482	Golden and Crispy C	59123509	Golden and Crispy C	2	1	860.96	627.08
Arlington, VA		3128909	Toasted Oats Cere	33549526	Toasted Oats Cere	4	2	950.21	642.71
Arlington, VA		8006220	Raisin Nut Cereal, 1	28241195	Raisin Nut Cereal, 1	4	1	1031.42	16.74
Arlington, VA		1130374	All Bran Cereal, 16	11028667	All Bran Cereal, 16	3	1	1241.68	1241.68
Arlington, VA		3485402	American Grains Ce	98588308	American Grains Ce	3	4	1306.35	1968.85
Arlington, VA		1238349	Honey Flavored She	73109943	Honey Flavored She	4	6	1774.44	3135.72
Arlington, VA		7407747	Raisin Bran Cereal,	24011823	Raisin Bran Cereal,	7	9	2939.37	3818.43
						66	57	13418.20	19702.54

Figure 9

```
graph TD
    1001[Root Scenario] --> 1002[Select Participants]
    1002 --> 1003[Notify Participants Electronically]
    1003 --> 1004[Set Permissions on Data]
    1004 --> 1005[Receive Participant Input]
    1005 --> 1006[Evaluate]
    1006 --> 1007[/Intermediate Scenario/]
    1007 --> 1008{Is Further Collaboration Desired?}
    1008 -- Yes --> 1005
    1008 -- No --> 1009[/Final Solution/]
    1009 --> 1010([End])
```

The flowchart illustrates the scenario-based problem-solving method. It begins with a 'Root Scenario' (1001), which leads to 'Select Participants' (1002). This step is followed by 'Notify Participants Electronically' (1003) and 'Set Permissions on Data' (1004). The process then enters a loop where 'Participant Scenario' (1011) inputs are received (1005) and evaluated (1006). An 'Intermediate Scenario' (1007) is generated, leading to a decision point 'Is Further Collaboration Desired?' (1008). If 'Yes', the process loops back to 'Receive Participant Input' (1005). If 'No', it proceeds to 'Final Solution' (1009) and finally 'End' (1010).

Figure 10

CE/Commerce/... Microsoft Word

https://internalsite/\_CE/PrimaryFrames.asp - Microsoft Internet Explorer

InitialLink

Collaboration Setup

### Permissions

#### Collaboration: Arlington Cereal

The following lists both the products that have been chosen to collaborate on and the users that have been invited to join. You can permission users to see certain products by selecting the appropriate cell and setting the value to "full access".

Finish Cancel

Location	Item Number	UPC	SKU	vendorrep@distributor.com	manufacturer@somemanufacturer.com	spacemgr@retailer.com
Arlington, VA	11028667	1130374	All Bran Cereal, 16 oz	full access	hidden	full access
Arlington, VA	77910059	1197016	Raisin Nut Cereal, 32 oz	full access	hidden	full access
Arlington, VA	73109943	1238349	Honey Flavored Shapes C	full access	hidden	full access
Arlington, VA	25827168	1515096	Honey Flavored Shapes C	full access	hidden	full access
Arlington, VA	69091447	1643732	Blueberry Cereal, 13.5 oz	full access	hidden	full access
Arlington, VA	69752573	1871226	Fruity Flakes Cereal, 13 c	full access	hidden	full access
Arlington, VA	56905858	2244578	Crunchy Cranberry and M	full access	hidden	full access
Arlington, VA	33549526	3128909	Toasted Oats Cereal, 18	full access	hidden	full access
Arlington, VA	98588308	3485402	American Grains Cereal, 1	full access	hidden	full access
Arlington, VA	33668474	3519157	Bran Flakes Cereal, 16 oz	full access	hidden	full access
Arlington, VA	41249610	3592406	Toasted Oats Cereal, 12	full access	hidden	full access
Arlington, VA	79217630	3756009	Roasted Honey and Nuts	full access	hidden	full access
Arlington, VA	33887048	3941493	Halloween Honey Flavore	full access	hidden	full access
Arlington, VA	77466946	4414550	Raisin Bran Cereal, 20 oz	hidden	full access	full access
Arlington, VA	89526608	4607998	Frosted Alphabet Shapec	hidden	full access	full access
Arlington, VA	42192078	4659657	Cocoa Flavored Puffed C	hidden	full access	full access
Arlington, VA	93559511	6112364	Crunchy Bananna and Nu	hidden	full access	full access
Arlington, VA	71699046	6120792	Chocolate Cookie Cereal,	hidden	full access	full access
Arlington, VA	61952753	7263615	Alphabet Shaped Cereal,	hidden	full access	full access
Arlington, VA	24011823	7407747	Raisin Bran Cereal, 25 oz	hidden	full access	full access
Arlington, VA	75825013	8005434	Raisin Nut Flakes Cereal,	hidden	full access	full access
Arlington, VA	28241195	8006220	Raisin Nut Cereal, 16 oz	hidden	full access	full access
Arlington, VA	59123509	8076482	Golden and Crispy Cereal	hidden	full access	full access
Arlington, VA	41905159	8994401	Crispy Waffle Cereal, 13.	hidden	full access	full access
Arlington, VA	61156784	9428458	Chocolate Flakes Cereal,	hidden	full access	full access

Figure 11

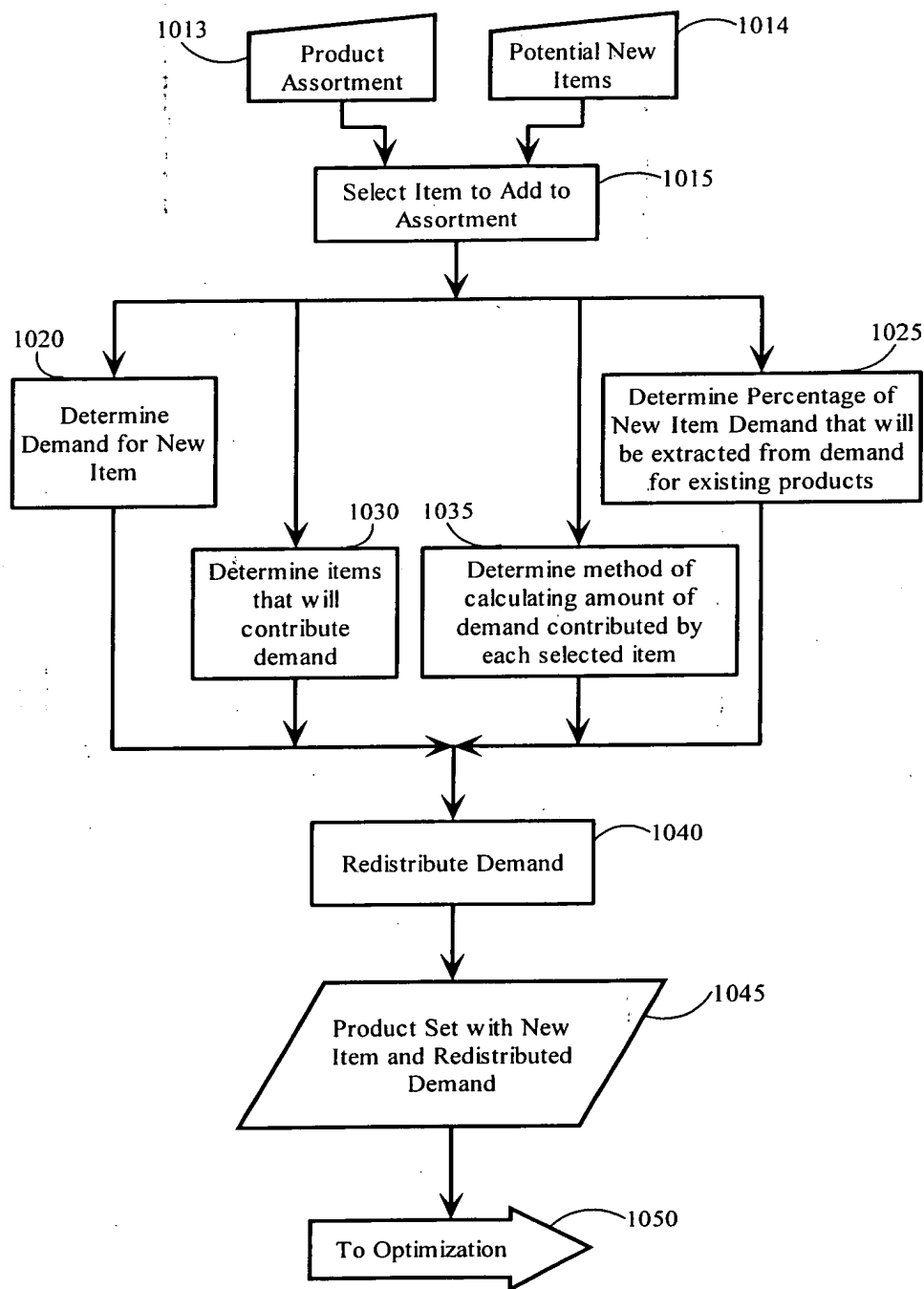


Figure 12

**Demand Redistribution (New Item)**

New Item:

1065 Description: New Item

1070 Category: Detergent

1075 Segment: Clothes

1080 Subsegment: Powder

1085 Size: 32 oz

1090 Brand: Tide

1100 UPC: 1000012

1105 Price: 2.89

1110 Avg Daily Demand: 29  $\times 100\% = 29$  Demand to Extract

Tide w Bleach

Extract the demand from: All items in the same Category/Segment

Extract the demand based upon: Proportion of item value

Figure 13

001121 "T405E250

**Demand Redistribution (New Item)**

New Item

1065 Description: New Item

1070 Category: Detergent

1075 Segment: Clothes

1080 Subsegment: Powder

1085 Size: 32 oz

1090 Brand: Tide

1100 UPC: 1000012

1105 Price: 2.89

1110 Avg Daily Demand: 29  $\times 100\% =$  Demand to Extract 29

Make Like Item Tide w Bleach

Extract the demand from: Specifically selected list of items

Extract the demand based upon: Proportion of item value

Drag items to the list at the right...

1000010	Tide w Bleach Alternative	32 oz
1000011	Tide w Bleach Alternative	16 oz
1000012	Tide w Bleach	32 oz
1000013	Tide w Bleach	16 oz
1000014	Tide	32 oz
1000015	Tide	16 oz
1000016	Cheer w Bleach Alternative	32 oz
1000017	Cheer w Bleach Alternative	16 oz
1000018	Cheer w Bleach	32 oz
1000019	Cheer w Bleach	16 oz

List of items contributing a portion of demand:

1000011	Tide w Bleach Alternative	16 oz
1000016	Cheer w Bleach Alternative	32 oz
1000017	Cheer w Bleach Alternative	16 oz

(To delete, select item and press DEL)

Reset

OK Cancel

1115

1060

1055

1062

Figure 14

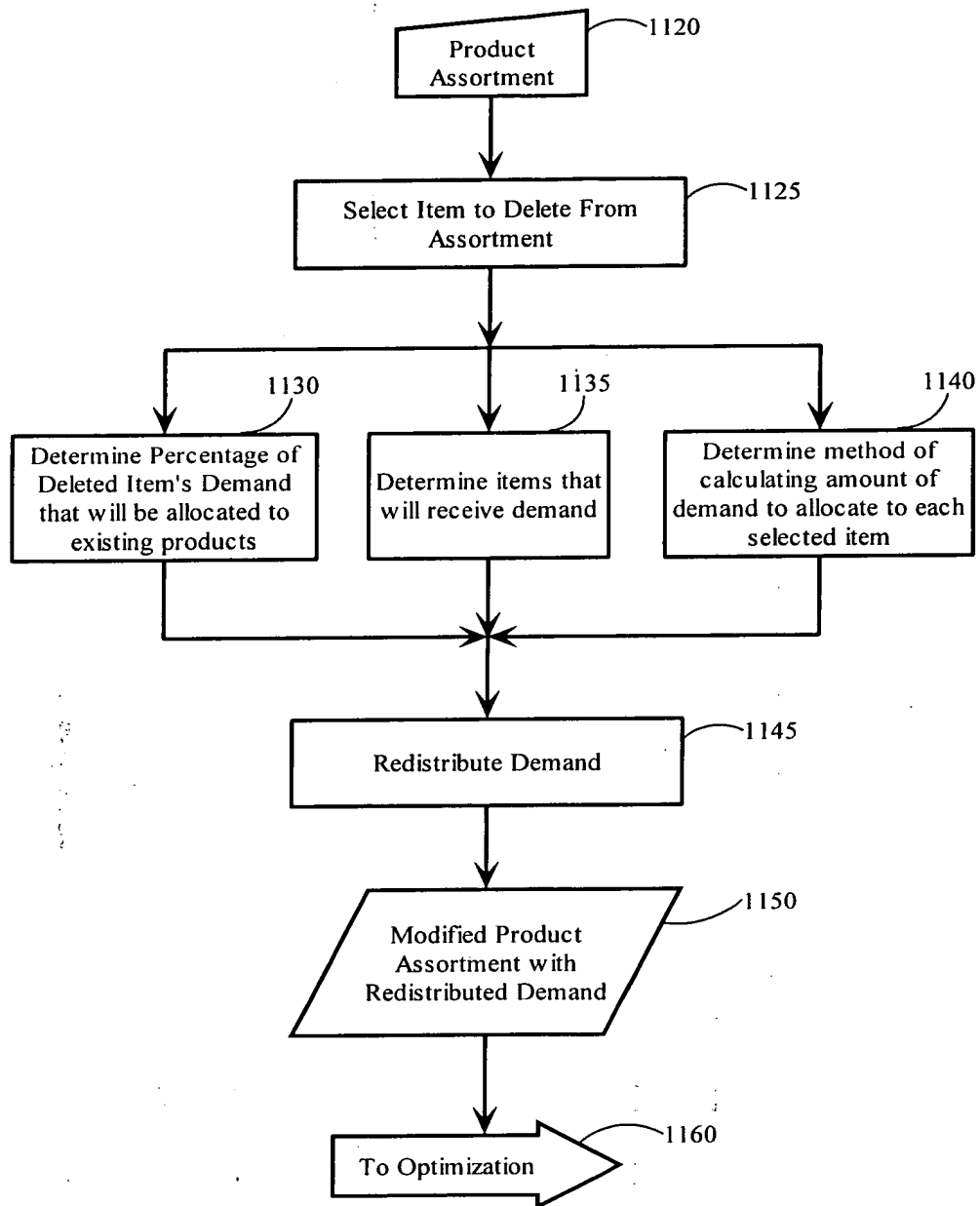


Figure 15

**Demand Redistribution**

Item with demand to redistribute: 1180 Tide w Bleach Alternative 32 oz 1175

Size/Category/Segment/Subseg: Detergent Clothes Powder 1185 1170

Demand to redistribute: 33 X 60 % = 19.8 1190 1195

Apply the demand to: All items in the same Category 1200

Allocate demand by: Proportion of item value 1205

OK Cancel

Figure 16



09735041 121100

**Demand Redistribution**

Item with demand to redistribute: Tide w Bleach Alternative 32 oz

Size/Category/Segment/Subseg: Detergent Clothes Powder

Demand to redistribute: 33 X 60 % = 19.8

Apply the demand to: Items selected by consumer response switching behaviors

Allocate demand by: Similarity in value

**Consumer response switching items:**

Switch Brand: (Same item/size) 0.17

1000016	Cheer w Bleach Altern
1000018	Cheer w Bleach
1000020	Cheer
1000022	All w Bleach Altern
1000024	All w Bleach
1000026	All

Switch Product: (Same brand/size) 0.33

1000012	Tide w Bleach
1000014	Tide

Switch Size: (Same brand/item) 0.50

1000011	Tide w Bleach Alter
---------	---------------------

To delete an item, select it and press DEL

Reset

To add an item, drag it from this list...

1000010	Tide w Bleach Alternative	32 oz
1000011	Tide w Bleach Alternative	16 oz
1000012	Tide w Bleach	32 oz
1000013	Tide w Bleach	16 oz
1000014	Tide	32 oz
1000015	Tide	16 oz
1000016	Cheer w Bleach Alternative	32 oz
1000017	Cheer w Bleach Alternative	16 oz
1000018	Cheer w Bleach	32 oz
1000019	Cheer w Bleach	16 oz

OK Cancel

Figure 17